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OCTOBER-DECEMBER 1966

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CURRENT SERIAL RECORDS

**CONSUMER PURCHASES OF**

**CITRUS**

• **Fruit**

• **Juices**

• **Drinks**

**AND OTHER PRODUCTS**

CPFJ-167

U. S. DEPARTMENT OF AGRICULTURE

Economic Research Service in Cooperation

with the Florida Citrus Commission

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

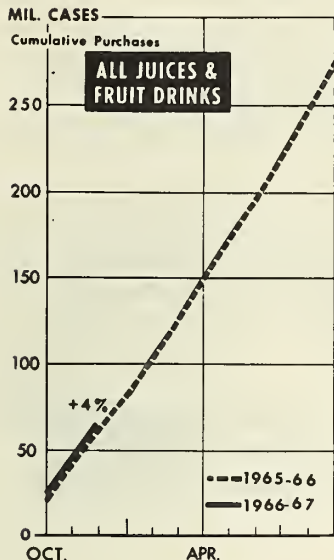
April 1967

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,  
DRINKS, AND OTHER PRODUCTS  
OCTOBER-DECEMBER 1966

By Clive E. Johnson  
Marketing Economics Division  
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS



The quantity of fruit juices and fruit drinks bought for consumption in the Nation's homes in October-December 1966 was up 4 percent--2.6 million cases--from the same quarter in 1965. (See figure in margin.) Purchases of fresh oranges and fresh grapefruit increased slightly, but use of processed citrus fruit declined. Indicated orange and grapefruit crops for 1966/67 are substantially larger than those of the preceding year and the average.<sup>1/</sup>

Total purchases of orange juice were about the same as in October-December 1965. Chilled orange juice was up 13 percent and canned single-strength orange juice was up 18 percent. Most of those gains, however, were offset by a decrease of 3 percent in use of frozen concentrated orange juice, the dominant product.

October-December purchases of canned single-strength grapefruit juice were up 31 percent, the largest relative gain scored by any product over a year earlier. Use of miscellaneous canned juices increased moderately.

Retail movement of canned single-strength fruit drinks continued at a record pace, with purchases up 22 percent and it's share of the market up 3 points to 24 percent.

On the other hand, purchases of miscellaneous frozen concentrated fruit drinks were off 14 percent to a

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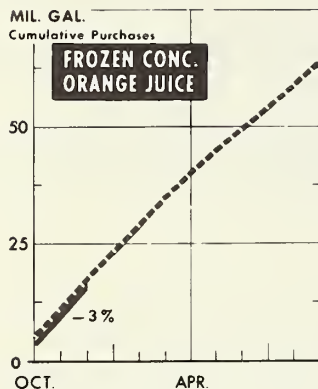
<sup>1/</sup> Crop Production, Crop Reporting Board, U.S. Department of Agriculture, March 1967.



4-year low for the quarter; miscellaneous frozen concentrated fruit juices were down 6 percent; and prune juice was off 10 percent.

## FROZEN CONCENTRATED JUICES

### Purchases of FCOJ Continue to Decline



Consumer purchases of frozen concentrated orange juice in October-December 1966 were down 3 percent--444,000 gallons--in comparison with the same quarter a year earlier. This was the third quarter in succession that purchases were below 1965 levels. (See tables 1, 16-19, and figs. 7-9.)

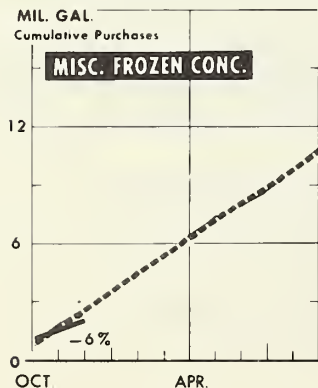
Only about 25 percent of the Nation's families bought the concentrate each month in October-December compared with 26 percent a year earlier and 32 percent 4 years earlier. The proportion of families that buy the frozen concentrate has been as low as 25 percent a month in the fall in only 4 of the last 15 years.

Size of purchase averaged 7.8 cans per month. This was about the same as in the fourth quarter of 1965, but it was a larger purchase than made in most months of earlier years.

October-December prices averaged 19 cents per 6-ounce can, an advance of .9 percent over a year earlier. Since this rise in price was accompanied by only a small decline in purchases, consumer expenditures were up to the highest level recorded in 2 years.

The 1966/67 indicated orange crop is substantially larger than a year earlier and the average; hence, there will be above-average supplies of frozen concentrated orange juice and other orange products.

### Miscellaneous Frozen Concentrated Juices Down



Comparatively few housewives bought miscellaneous frozen concentrated juices, such as grape, grapefruit, pineapple and blends in October-December. As a consequence, household consumption of these products was the slowest reported for more than a year. (See tables 8, 16-19, and fig. 8.)

Retail prices, at 19.1 cents per 6-ounce can, also were down from a year earlier. Hence, consumer expenditures for these products were comparatively low in contrast to the upturn for frozen concentrated orange juice.

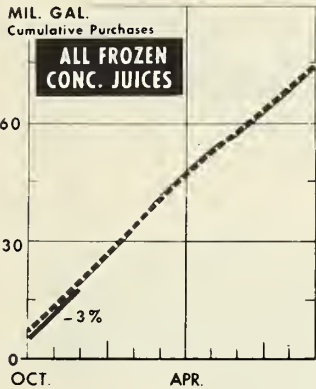
The typical buyer spent a dollar a month for miscellaneous concentrated juices, only two-thirds as much as he spent for frozen concentrated orange juice.

### Frozen Concentrates Get Smaller Slice of Market

The total quantity of frozen concentrated juices bought for home consumption in October-December was off 3 percent--615,000 gallons--from the same quarter of 1965. (See figure in margin.) In comparison, use of frozen concentrated fruit drinks also was down, while canned single-strength juices and canned single-strength fruit drinks were used in greater volume. (See tables 9 and 19, and figs. 7 and 9.)

Prices of frozen concentrated juices were higher than a year earlier, while prices of competing products were lower.

Frozen concentrated juices accounted for 35 percent of fruit beverages used in homes in October-December compared with 38 percent in the corresponding quarter a year earlier. By value, they accounted for 37 percent of consumers expenditures for juices and drinks in each of the two quarters.



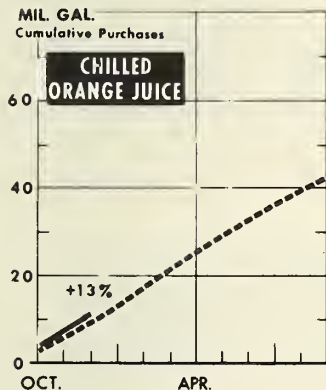
### SINGLE-STRENGTH JUICES

#### Chilled Orange Juice Still on Upturn

Consumer purchases and expenditures for chilled orange juice in October-December 1966 were the second largest recorded for the product. Retail prices were a little below those reported for most months in the past 4 years. (See tables 2, 16-19, and figs. 7-9.)

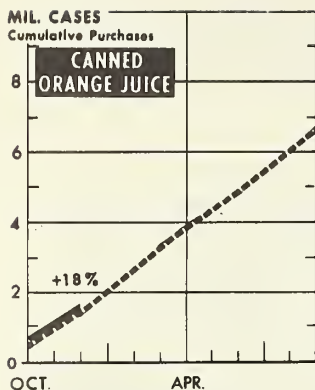
Size of purchase averaged eighteen 6-ounce servings among the 7.3 percent of families that bought in each of the 3 months. Both factors of movement were larger than usual.

Retail prices were down slightly to 40 cents a quart. However, since purchases rose 13 percent, consumer outlay for the juice was well above the year-earlier level. The average buyer spent about as much for chilled orange juice as he did for frozen concentrated orange juice.



#### Canned Orange Juice Regaining Market

Purchases of canned single-strength orange juice in October-December were up 18 percent--260,000 cases--from a year earlier and were the largest for the quarter since

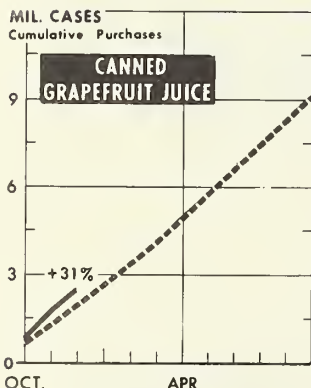


the 1962 freeze. Most of the gain was attributed to an increase in number of buyers from 4.1 to 4.7 percent of the Nation's families. (See tables 3, 16-19, and figs. 7-9.)

Retail prices averaged 39.1 cents per 46-ounce can. This was 10 percent below year-earlier prices and was substantially below those of 2 or 3 years earlier.

The amount the average buyer spent for canned orange juice was the lowest recorded in 4 years. Nevertheless, since more families bought, total consumer expenditures were moderately greater than a year earlier.

### Canned Grapefruit Juice Up



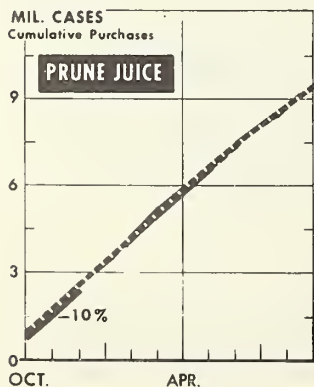
More families buying, together with a larger size purchase brought about the heaviest fourth-quarter retail movement of canned single-strength grapefruit juice since the 1957 freeze. Further, prices were higher than average and consumers spent a near-record amount for the juice. (See tables 4, 16-19, and figs. 7-9.)

The volume of purchases was up 31 percent--584,000 cases--from the fourth quarter of 1965. This was the largest relative gain scored by any product over a year earlier.

The proportion of families that bought grapefruit juice in October-December--5.3 percent per month--was the largest for the quarter since the 1950's. And the average size of purchase was the largest reported in this series.

Retail prices averaged 37.9 cents per 46-ounce can, well above amounts paid through the early 1960's. Consumers spent 22 percent more for grapefruit juice than they did a year earlier.

### Prune Juice on Decline



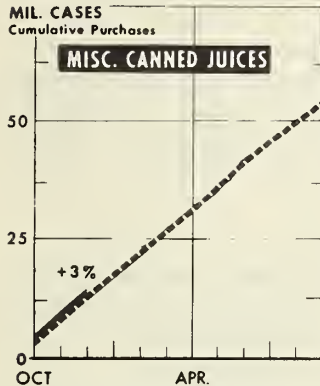
Fewer families than usual bought prune juice in October-December, the third quarter in succession that household purchases were down from year-earlier levels. Prices edged up slightly reflecting a smaller than average crop. (See tables 5, 16-19, and figs. 7-9.)

Retail sales were off 10 percent--246,000 cases--from October-December 1965. Only about 7 percent of families bought per month compared with 7.7 percent a year earlier. The average size of purchase also was smaller.



A quart of prune juice cost consumers 39.4 cents in October-December, the most for more than a year. The typical buyer spent 97 cents per month for the juice, about the same as he has been doing for 7 years. However, since fewer families bought, total retail expenditures for prune juice were off 8 percent from the fourth quarter of 1965.

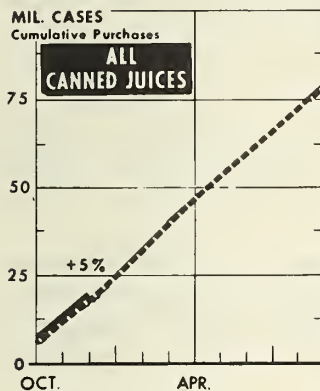
### Miscellaneous Canned Juices up Slightly



October-December purchases of miscellaneous canned single-strength juices such as apple, grape, pineapple, tomato and blends increased 3 percent--375,000 cases--over the same quarter of 1965. The gain was ascribed to a larger size of purchase since fewer families bought. (See tables 7, 16-19, and figs. 7-9.)

Retail prices averaged 30.9 cents per 46-ounce can. Except for the preceding quarter, this was a little below levels that have held since mid-1963. Average buying family expenditures and total consumer expenditures for these juices were unchanged from a year earlier.

### Use Of Total Canned Juices Up



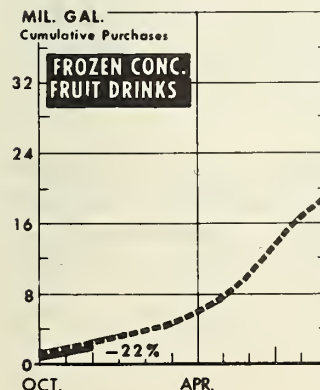
Household use of total canned single-strength juices in October-December was up 5 percent (973,000 cases, see figure in margin) in comparison with the same months of 1965. This was the heaviest fourth-quarter purchase since 1957. (See tables 12, 16-19, and figs. 7-9.)

Canned juices accounted for about 31 percent of all fruit beverages bought for home use during the quarter, the same as a year earlier. In comparison, frozen concentrated orange juice also had 31 percent of the October-December market.

Prices paid for canned juices averaged 35.4 cents per 46-ounce can, 3 or 4 percent below levels that have held for several years. As a result, the individual buyer spent less for canned juices than he had for some time.

### FRUIT DRINKS

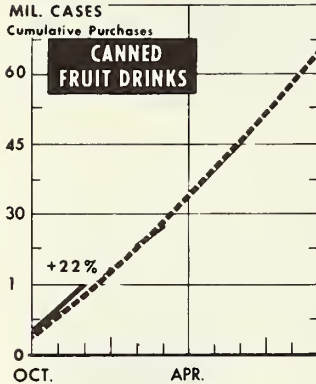
#### Frozen Fruit Drink Market Receding



October-December consumer use of frozen concentrated fruit drinks was off 22 percent--564,000 gallons--in comparison with the same quarter of 1965. This was a continuation of the downturn that has been in progress for several years. (See tables 9, 16-19, figs. 7-9.)

Retail prices were off moderately from a year earlier, and at 12.1 cents per 6-ounce can were well below amounts paid for competing products. With both purchases and prices down, consumer outlay for frozen fruit drinks was substantially below levels that have prevailed in the past 3 years.

### Canned Fruit Drinks Maintain Record Pace



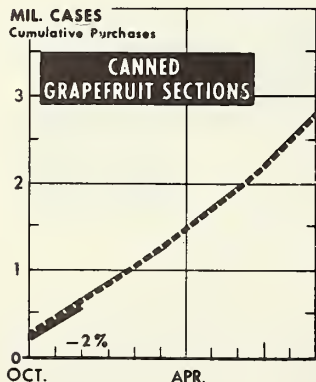
Purchases and expenditures for canned single-strength fruit drinks in October-December were the highest recorded for the quarter in the 7 years for which these data are available. This type of product accounted for 24 percent of all juices and fruit drinks bought for home consumption in October-December compared with only 21 percent a year earlier. (See tables 12, 16-19, and figs 7-9.)

The volume of purchases was up 22 percent--2.8 million cases--from fourth-quarter 1965. (See figure in margin.) Size of purchase averaged 3.6 cans per month among the 23 percent of families that bought. Both factors of retail movement were new highs for this time of year.

Retail prices, at 29.2 cents per 46-ounce can of fruit drink, were 5 percent lower than in October-December 1965. Nonetheless, consumers spent substantially more for them than they did a year earlier. And the typical buyer spent more for canned fruit drinks than he did for canned fruit juices.

### CITRUS SECTIONS AND SALADS

#### Canned Grapefruit Sections Slow

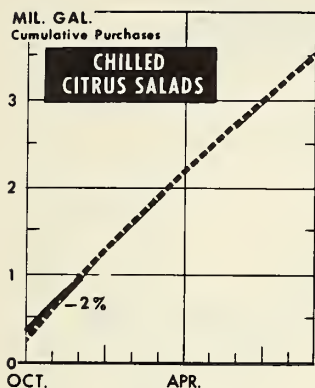


Purchases of canned grapefruit sections in October-December were off slightly from a year earlier, as the retail market for this citrus product continued slow in comparison with the early 1960's. (See tables 6, 16-19, and figs. 7-9.)

Size of purchase averaged 3.3 cans per month, with 3.3 percent of families buying. Although about the same as a year earlier, the proportion of families that buy is not as large as it was 4 or 5 years earlier.

Retail prices averaged 25.6 cents per No. 303 can, 4 percent more than in the preceding October-December and substantially more than in the early 1960s. The amount spent for sections was about the same as a year earlier.

## Chilled Citrus Salads Steady



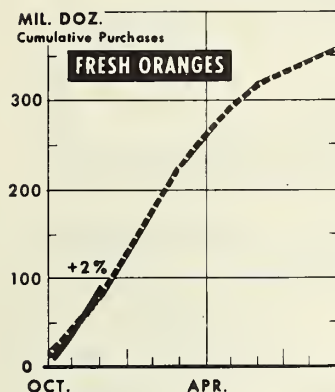
Consumer purchases and expenditures for chilled citrus salads and sections in October-December were almost unchanged from the same quarter in 1965. (See tables 10, and 17-19.)

Size of purchase averaged  $1\frac{1}{2}$  quarts among the  $1\frac{1}{2}$  percent of the Nation's families that bought in each of the 3 months. Both the proportion of buyers and the size of purchase have held rather steady in the 4 years for which data are available.

Prices paid averaged 66.9 cents per quart, about the same as they have been in the preceding year or two.

## FRESH CITRUS FRUIT

### Oranges Up Slightly

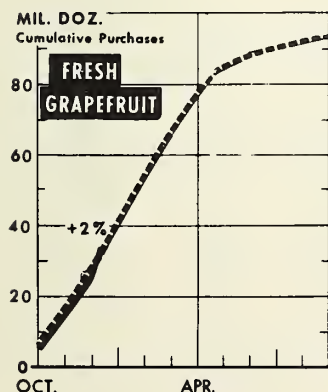


Householders bought only 2 percent more--1.7 million dozen--fresh oranges in October-December than they did in the same quarter of 1965. On the other hand, the indicated supply of oranges is substantially greater than a year earlier and the average. (See tables 13, 17-19 and figs. 7-9.)

Size of purchase averaged 19.5 oranges per buying family in October-December, compared with more than 20 a year earlier. That loss, however, was offset by an increase in the number of families who bought.

Prices paid for oranges were up 3 percent to 54.5 cents per dozen. With both purchases and prices up, consumer expenditures also rose over the year-earlier level.

### Grapefruit Eke Out Slight Gain



Household use of fresh grapefruit increased about 2 percent--493,000 dozen--over the fourth quarter of 1965. As for oranges, indicated supplies of grapefruit are substantially greater than last year and the average. (See tables 14, 17-19 and figs. 7-9.)

Size of purchase averaged a little less than 9 grapefruit per month. The proportion of families buying rose from 16 percent in October to 22 percent in December as more fruit became available for purchase.

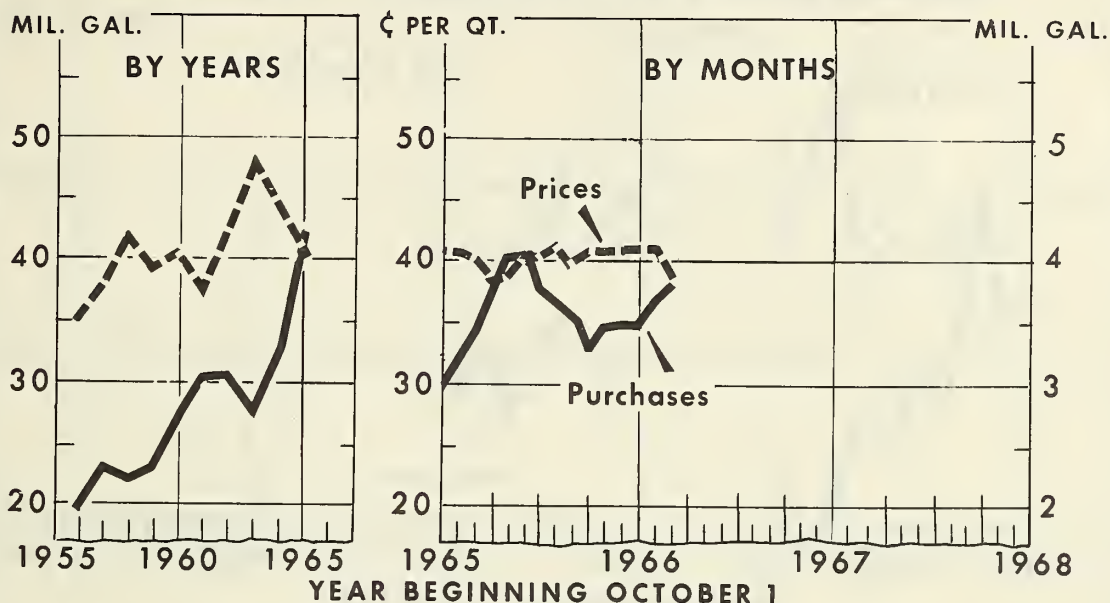
Retail prices, at \$1.03 cents per dozen, were the lowest recorded for several years.







# CHILLED ORANGE JUICE: CONSUMER PURCHASES AND PRICES PAID<sup>Δ</sup>



<sup>Δ</sup> REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

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Fig. 2

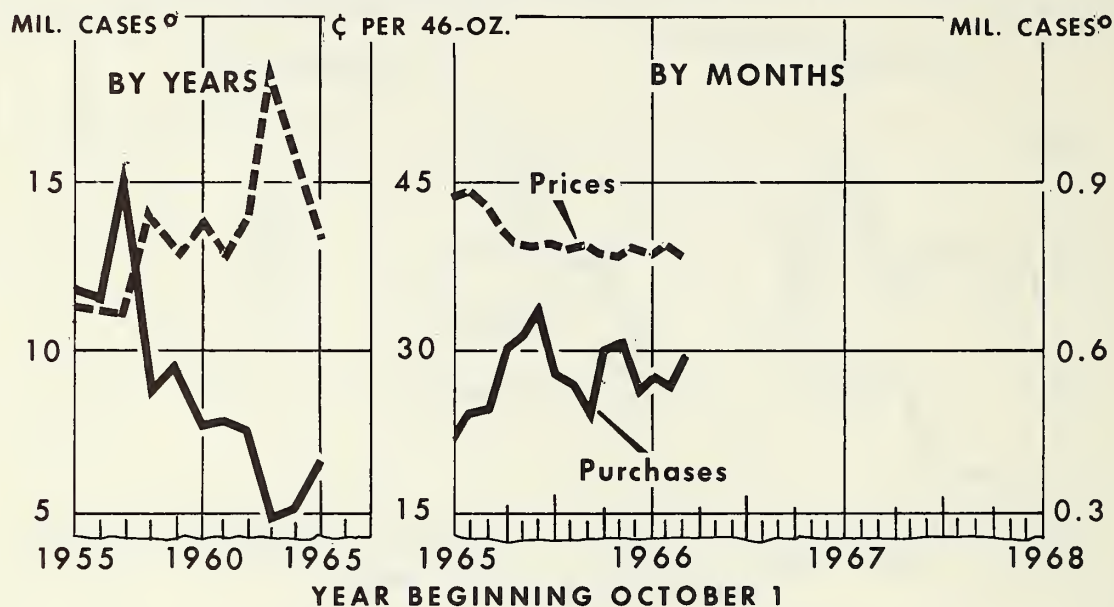
NEG. ERS 2538-67 (3) ECONOMIC RESEARCH SERVICE

Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1957-61, and October 1965 to date

Period 1/	Total purchases	Proportion of families buying	Purchase per buying family	Prices paid per quart
Average :	:	:	:	Average :
1957-61 :	1965/66 :	1966/67 :	1965/66 :	1966/67 :
1,000	1,000	1,000		
gallons	gallons	gallons	Percent	Percent
Oct. :	1,950	3,004	3,465	6.6
Nov. :	2,017	3,219	3,681	6.8
Dec. :	1,911	3,494	3,831	7.1
Oct.-Dec. :	5,878	9,717	10,977	6.8
Jan. :	2,098	3,774		7.8
Feb. :	2,288	4,009		8.0
Mar. :	2,267	4,059		8.2
Jan.-Mar. :	6,653	11,842		8.0
Apr. :	2,239	3,744		7.4
May :	2,339	3,662		7.0
June :	2,291	3,508		7.0
Apr.-June :	6,869	10,914		7.1
July :	2,064	3,283		6.9
Aug. :	1,901	3,463		6.9
Sept. :	1,974	3,471		7.2
July-Sept. :	5,939	10,217		7.0
48 weeks :	25,339	42,690		7.2
			Ounces	Ounces
			99.1	110.9
			105.6	110.0
			107.5	106.6
			104.1	109.2
				Cents
				39.7
				40.2
				40.0
				40.1
				40.5
				Cents
				39.1
				38.7
				39.6
				39.1
				Cents
				39.3
				38.7
				38.3
				38.8
				Cents
				39.1
				39.6
				39.6
				39.4
				Cents
				40.9
				40.9
				41.0
				40.9
				Cents
				39.3
				40.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks.

# CANNED SINGLE-STRENGTH ORANGE JUICE: CONSUMER PURCHASES AND PRICES PAID<sup>Δ</sup>



<sup>Δ</sup> REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

<sup>○</sup> EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

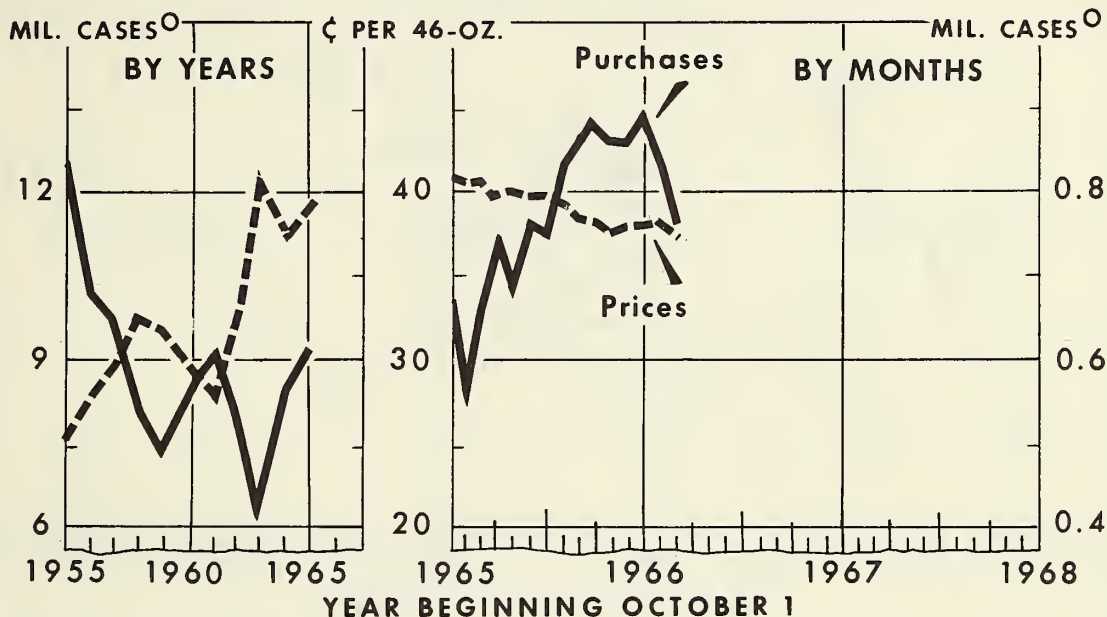
NEG. ERS 2539-67 (3) ECONOMIC RESEARCH SERVICE

Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1957-61 and October 1965 to date

Period <sup>1/</sup>	Total purchases	Proportion of families buying	Purchase per buying family	Prices paid per 46-ounce can
Average :	:	:	:	Average :
1957-61 :	1965/66 :	1966/67 :	1965/66 :	1966/67 :
1957-61 :	1965/66 :	1966/67 :	1965/66 :	1966/67 :
Oct. :	1,000 cases	1,000 cases	1,000 cases	Percent
Nov. :	852	443	552	3.8
Dec. :	808	475	534	4.2
Oct.-Dec. :	754	494	586	4.3
Jan. :	2,414	1,412	1,672	4.1
Feb. :	892	607		4.9
Mar. :	909	626		5.1
Jan.-Mar. :	915	667		5.2
Apr. :	2,716	1,900		5.1
May :	881	548		4.6
June :	838	543		4.5
Apr.-June :	806	478		4.0
July :	2,525	1,569		4.4
Aug. :	764	595		4.8
Sept. :	708	616		4.6
July-Sept. :	709	515		4.3
48 weeks :	2,181	1,726		4.6
	9,836	6,607		4.5
				Ounces
				Ounces
				Cents
				Cents
				Cents

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

# CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: CONSUMER PURCHASES AND PRICES PAID<sup>Δ</sup>



<sup>Δ</sup> REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

<sup>○</sup> EQUIVALENT 24 NO. 2'S 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

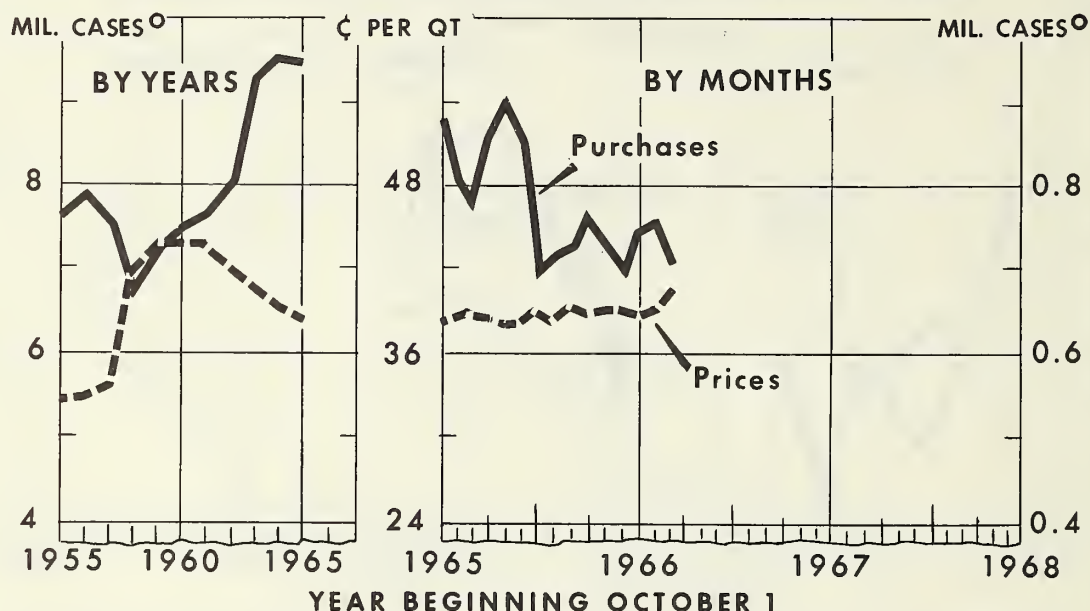
Fig. 4 NEG. ERS 2540-67 (3) ECONOMIC RESEARCH SERVICE

Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1957-61 and October 1965 to date

Period 1/	Total purchases	Proportion of families buying	Purchase per buying family	Prices paid per 46-ounce can
Average :	:	:	:	Average :
1957-61 :	1965/66 :	1966/67 :	1965/66 :	1966/67 :
	1,000 cases	1,000 cases	1,000 cases	Percent
Oct.	772	674	892	5.0
Nov.	683	569	826	4.3
Dec.	643	650	759	4.6
Oct.-Dec.	2,098	1,893	2,477	4.6
Jan.	755	739		5.0
Feb.	715	689		5.0
Mar.	738	759		5.2
Jan.-Mar.	2,208	2,187		5.1
Apr.	793	748		5.4
May	781	834		5.6
June	714	864		5.6
Apr.-June	2,288	2,446		5.5
July	632	875		5.6
Aug.	683	864		5.4
Sept.	663	861		5.9
July-Sept.	1,978	2,600		5.6
48 weeks	8,572	9,126		5.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

# PRUNE JUICE: CONSUMER PURCHASES AND PRICES PAID<sup>Δ</sup>



<sup>Δ</sup>REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR. <sup>○</sup>EQUIVALENT 24 NO. 2'S 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5 NEG. ERS 2541-67 (3) ECONOMIC RESEARCH SERVICE

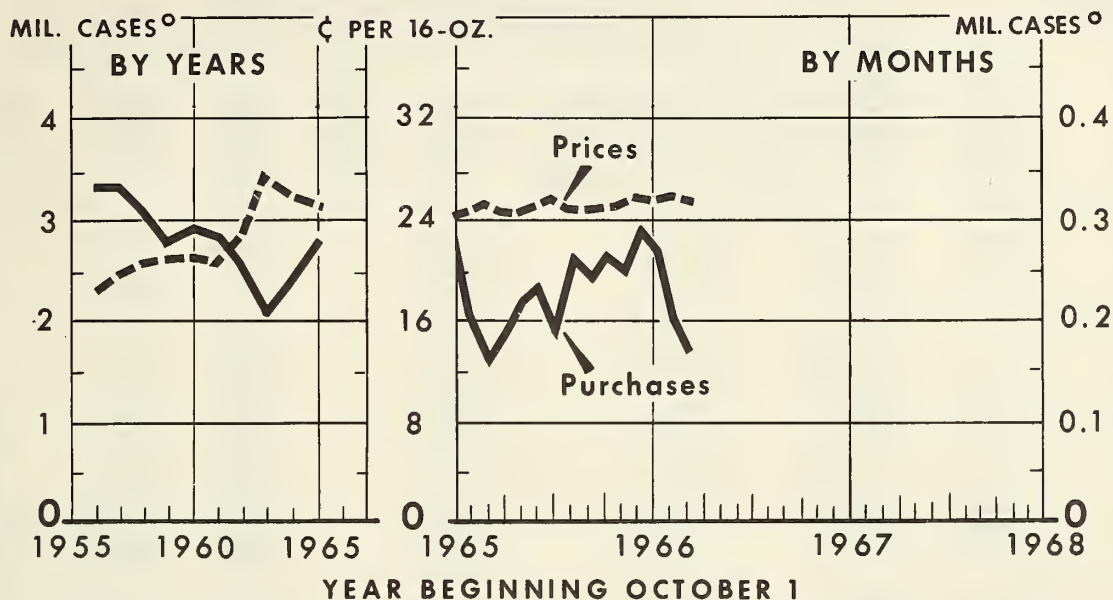
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1957-61 and October 1965 to date

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	Average							Average		
	1957-61	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1957-61	1965/66	1966/67
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	883	750	8.1	7.3	82.2	75.7	39.9	38.1	38.7
Nov.	598	810	759	7.6	7.1	80.9	79.4	40.5	38.8	39.1
Dec.	599	775	713	7.4	6.5	79.0	80.3	40.8	39.1	40.5
Oct.-Dec.	1,829	2,468	2,222	7.7	7.0	80.7	78.5	40.4	38.6	39.4
Jan.	652	865		7.9		81.0		40.9	38.5	
Feb.	653	911		8.5		80.0		41.4	38.0	
Mar.	654	863		8.3		78.6		41.5	38.2	
Jan.-Mar.	1,959	2,639		8.2		79.9		41.3	38.2	
Apr.	602	697		6.7		78.0		41.7	39.0	
May	607	725		6.7		80.9		41.8	38.1	
June	600	732		6.6		80.9		41.7	39.3	
Apr.-June	1,809	2,154		6.7		79.9		41.7	38.8	
July	571	773		7.1		80.8		41.7	38.9	
Aug.	569	728		6.6		80.4		41.6	39.0	
Sept.	602	698		6.2		83.1		41.7	39.0	
July-Sept.	1,742	2,199		6.6		81.4		41.7	39.0	
48 weeks	7,339	9,460		7.3		80.5		41.3	38.6	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.



# CANNED GRAPEFRUIT SECTIONS: CONSUMER PURCHASES AND PRICES PAID<sup>Δ</sup>



<sup>Δ</sup>REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

<sup>°</sup>EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542-67 (3) ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1957-61 and October 1965 to date

Period 1/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can			
	Average						Average			
	1957-61	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1957-61	1965/66	1966/67
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	280	267	4.0	4.0	58.2	54.1	20.0	24.4	25.6
Nov.	249	205	201	3.4	3.2	50.5	52.1	20.3	24.8	25.8
Dec.	192	164	166	2.9	2.7	46.9	50.9	20.5	25.1	25.4
Oct.-Dec.	752	649	634	3.4	3.3	51.9	52.4	20.3	24.7	25.6
Jan.	245	194		3.3		48.9		20.2	24.5	
Feb.	239	216		3.6		49.2		20.2	24.4	
Mar.	225	229		3.4		55.4		20.4	25.2	
Jan.-Mar.	709	639		3.4		51.2		20.3	24.7	
Apr.	227	187		3.0		51.0		20.3	25.6	
May	233	257		3.9		54.7		20.4	24.8	
June	255	243		3.8		53.4		20.5	24.7	
Apr.-June	715	687		3.6		53.0		20.4	25.0	
July	264	257		3.7		57.4		20.7	25.0	
Aug.	253	253		3.8		54.7		20.4	25.3	
Sept.	284	285		3.8		62.5		20.4	25.7	
July-Sept.	801	795		3.8		58.2		20.5	25.3	
48 weeks	2,977	2,770		3.6		53.6		20.4	25.0	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, October 1964 to date 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1964/65	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1964/65	1965/66	1966/67
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	4,545	4,343	4,587	30.9	31.2	104.0	107.5	31.9	31.3	30.6
Nov.	4,563	4,362	4,402	32.2	31.7	101.0	101.2	32.3	31.6	30.9
Dec.	4,368	4,321	4,412	32.8	32.5	97.5	98.6	32.9	32.5	31.2
Oct.-Dec.	13,476	13,026	13,401	32.0	31.8	100.8	102.4	32.4	31.8	30.9
Jan.	4,661	4,644		33.9		102.4		32.2	31.4	
Feb.	4,622	4,658		33.3		104.2		32.0	31.9	
Mar.	4,736	4,790		34.2		104.2		31.8	32.2	
Jan.-Mar.	14,019	14,092		33.8		103.6		32.0	31.8	
Apr.	4,617	4,686		33.6		103.1		32.0	31.5	
May	4,436	4,554		33.1		101.5		31.9	31.7	
June	4,177	4,593		32.7		104.0		32.3	31.0	
Apr.-June	13,230	13,833		33.1		102.9		32.1	31.4	
July	3,854	4,300		31.6		99.5		32.6	31.3	
Aug.	3,899	4,319		30.5		104.8		32.3	30.2	
Sept.	4,382	4,361		30.8		104.8		31.3	30.1	
July-Sept.	12,135	12,980		31.0		103.0		32.0	30.5	
48 weeks	52,860	53,931		32.5		102.6		32.1	31.4	

Table 8.--MISCELLANEOUS FROZEN CONCENTRATED JUICES: Consumer purchases, percentage of families buying, purchases per buying family and prices paid, October 1964 to date 3/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1964/65	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1964/65	1965/66	1966/67
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	905	906	912	6.5	6.0	31.2	33.1	21.1	19.8	18.7
Nov.	823	865	770	6.4	5.4	30.2	31.1	21.7	19.3	19.3
Dec.	725	846	764	6.2	5.3	30.9	30.1	21.8	19.6	19.4
Oct.-Dec.	2,453	2,617	2,446	6.4	5.6	30.8	31.4	21.5	19.6	19.1
Jan.	976	947		6.6		32.0		20.9	18.7	
Feb.	917	1,081		7.1		33.4		20.8	18.2	
Mar.	1,033	918		6.6		31.1		20.4	19.2	
Jan.-Mar.	2,926	2,946		6.8		32.2		20.7	18.7	
Apr.	930	860		6.5		29.3		20.2	18.6	
May	952	810		5.6		32.2		20.2	19.3	
June	809	825		6.3		29.8		20.0	19.2	
Apr.-June	2,691	2,495		6.1		30.4		20.1	19.0	
July	823	811		5.6		31.8		18.6	18.9	
Aug.	814	798		5.5		31.9		18.7	19.1	
Sept.	802	926		6.4		31.9		19.3	18.7	
July-Sept.	2,439	2,535		5.8		31.9		18.9	18.9	
48 weeks	10,509	10,593		6.3		31.2		20.3	19.0	

1/ Includes citrus blends, and canned juices other than orange, grapefruit and prune. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 3/ Includes citrus blends, and frozen concentrated juices other than orange.

Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

Table 9.--TOTAL FROZEN CONCENTRATED FRUIT JUICES, AND FRUIT DRINKS: Consumer purchases and prices paid, October 1964 to date

Period 1/	Total frozen concentrated juices					Total frozen concentrated fruit drinks				
	Purchases			Prices paid per 6-ounce can		Purchases			Prices paid per 6-ounce can	
	1964/65	1965/66	1966/67	1965/66	1966/67	1964/65	1965/66	1966/67	1965/66	1966/67
	1,000	1,000	1,000			1,000	1,000	1,000		
	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>Cents</u>	<u>Cents</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>Cents</u>	<u>Cents</u>
Oct.	5,274	6,581	6,367	17.6	19.1	1,225	964	720	12.0	11.6
Nov.	4,913	6,384	6,105	17.6	19.2	1,020	799	636	12.6	12.0
Dec.	4,888	6,353	6,231	17.8	18.8	782	754	597	12.9	12.7
Oct.-Dec.	15,075	19,318	18,703	17.7	19.0	3,027	2,517	1,953	12.5	12.1
Jan.	6,052	7,348		17.0		882	671		12.8	
Feb.	5,963	6,825		17.3		782	636		12.9	
Mar.	5,964	6,627		18.0		915	663		12.2	
Jan.-Mar.	17,979	20,800		17.4		2,579	1,970		12.6	
Apr.	6,283	5,932		18.1		1,212	927		12.1	
May	6,057	5,867		18.4		2,783	1,921		10.6	
June	5,853	5,644		18.9		3,018	3,041		10.4	
Apr.-June	18,193	17,443		18.5		7,013	5,889		10.7	
July	5,624	5,521		19.0		3,212	3,855		10.1	
Aug.	5,750	5,521		19.1		2,922	2,604		10.4	
Sept.	6,398	6,155		19.0		1,767	1,608		10.6	
July-Sept.	17,772	17,197		19.0		7,901	8,067		10.3	
48 weeks	69,019	74,758		18.1		20,520	18,443		11.0	

Table 10.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, October 1964 to date 2/

Period 1/	Total purchases	Proportion of families buying	Purchase per buying family	Prices paid per 32-ounce jar						
	1964/65	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1964/65	1965/66	1966/67
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	227	278	284	1.2	1.4	51.4	44.0	74.2	65.9	70.1
Nov.	279	332	349	1.5	1.4	50.8	54.8	72.7	67.2	66.7
Dec.	256	384	339	1.7	1.7	51.7	45.2	72.1	66.8	64.5
Oct.-Dec.	762	994	972	1.5	1.5	51.3	48.0	72.9	66.7	66.9
Jan.	290	321		1.6		45.4		68.4	62.7	
Feb.	314	318		1.6		45.2		66.9	66.2	
Mar.	323	262		1.3		45.6		66.6	68.3	
Jan.-Mar.	927	901		1.5		45.4		67.3	65.6	
Apr.	308	273		1.4		44.1		67.2	67.5	
May	251	291		1.4		47.4		66.1	67.0	
June	299	283		1.6		39.9		69.2	68.5	
Apr.-June	858	847		1.5		43.8		67.5	67.7	
July	253	281		1.4		45.9		67.9	69.1	
Aug.	240	254		1.4		42.2		68.6	68.3	
Sept.	206	254		1.2		47.7		66.2	70.6	
July-Sept.	699	789		1.3		45.3		67.6	69.3	
48 weeks	3,246	3,531		1.4		46.4		68.8	67.2	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks. 2/ These estimates, as for all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying, estimates for chilled salads particularly should be used with caution.



Table 11.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1957-61 and October 1965 to date

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average :			:		:		Average :		
	1957-61	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1957-61	1965/66	1966/67
	1,000	1,000	1,000							
	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Oct.	6,732	6,343	6,781	39.2	39.8	120.8	124.9	--	36.5	35.0
Nov.	6,495	6,216	6,521	39.9	39.5	116.7	120.7	--	36.5	35.5
Dec.	6,152	6,240	6,470	40.5	39.8	115.0	118.4	--	37.1	35.6
Oct.-Dec.	19,379	18,799	19,772	39.9	39.7	117.5	121.3	--	36.7	35.4
Jan.	6,931	6,855		42.2		122.1		--	36.1	
Feb.	6,940	6,884		42.1		122.0		--	36.4	
Mar.	7,015	7,079		42.5		124.0		--	36.5	
Jan.-Mar.	20,886	20,818		42.3		122.7		--	36.3	
Apr.	6,875	6,679		41.7		119.0		--	35.7	
May	6,817	6,656		41.1		121.2		--	35.8	
June	6,454	6,667		40.4		122.8		--	35.4	
Apr.-June	20,146	20,002		41.1		121.0		--	35.6	
July	6,013	6,543		39.9				--	35.8	
Aug.	5,892	6,527		38.3				--	34.8	
Sept.	5,995	6,435		38.4				--	34.7	
July-Sept.	17,900	19,505		38.9				--	35.1	
48 weeks	78,311	79,124		40.5				--	35.9	

Table 12.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1959-61 and October 1965 to date.

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average :			:		:		Average :		
	1959-61	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1959-61	1965/66	1966/67
	1,000	1,000	1,000							
	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Oct.	2,858	4,435	5,171	21.1	23.1	156.8	164.8	32.0	30.2	29.0
Nov.	2,577	3,967	5,205	20.3	23.0	146.4	167.1	32.8	30.7	29.0
Dec.	2,635	4,155	4,920	20.7	22.8	149.5	158.8	32.3	31.0	29.7
Oct.-Dec.	8,070	12,557	15,296	20.7	23.0	150.9	163.6	32.4	30.6	29.2
Jan.	3,235	4,938		22.5		162.8		31.8	30.1	
Feb.	3,362	4,920		22.8		163.2		31.9	30.0	
Mar.	3,408	5,521		23.9		173.1		31.7	29.9	
Jan.-Mar.	10,005	15,379		23.1		166.4		31.8	30.0	
Apr.	3,558	5,699		25.5		165.6		31.7	29.8	
May	3,758	5,784		25.1		171.6		31.7	29.7	
June	4,027	6,070		25.9		174.6		31.3	29.6	
Apr.-June	11,343	17,553		25.5		170.6		31.6	29.7	
July	4,007	6,592		26.5		183.0		30.8	29.0	
Aug.	3,486	6,284		26.0		178.9		31.1	28.6	
Sept.	3,233	5,376		23.2		172.1		31.5	29.3	
July-Sept.	10,726	18,252		25.2		178.0		31.1	29.0	
48 weeks	40,144	63,741		23.6		166.5		31.7	29.7	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.



Table 13.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, October 1964 to date

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per dozen		
	1964/65	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1964/65	1965/66	1966/67
	1,000 dozen	1,000 dozen	1,000 dozen	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	13,527	16,556	13,250	18.0	15.7	19.2	17.2	67.1	60.5	66.8
Nov.	22,962	25,270	26,895	27.0	28.5	19.5	19.3	56.4	50.3	52.0
Dec.	41,422	38,840	42,220	36.7	39.0	22.0	22.1	58.7	51.6	52.2
Oct.-Dec.	77,911	80,666	82,365	27.2	27.7	20.2	19.5	59.5	53.0	54.5
Jan.	40,496	45,533		39.6		23.8		59.9	52.2	
Feb.	43,868	47,275		41.4		23.7		61.4	54.8	
Mar.	44,093	47,838		39.9		24.8		61.5	54.2	
Jan.-Mar.	128,457	140,646		40.3		24.1		61.0	53.8	
Apr.	36,822	40,736		35.6		23.6		63.1	57.4	
May	30,349	33,480		30.9		22.4		63.9	60.4	
June	20,502	21,658		22.1		20.2		63.7	60.8	
Apr.-June	87,673	95,874		29.5		22.1		63.5	59.2	
July	13,396	13,401		14.9		18.5		61.6	61.9	
Aug.	11,506	11,140		12.2		18.7		62.8	64.3	
Sept.	11,610	12,396		13.3		19.2		64.0	64.0	
July-Sept.	36,512	36,937		13.5		18.8		62.7	63.3	
48 weeks	330,553	354,123		27.6		21.3		61.5	56.1	

Table 14.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, October 1964 to date

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per dozen		
	1964/65	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1964/65	1965/66	1966/67
	1,000 dozen	1,000 dozen	1,000 dozen	Percent	Percent	Grape- fruit	Grape- fruit	Cents	Cents	Cents
Oct.	4,661	6,516	5,127	20.1	15.5	6.7	6.8	131.6	122.0	123.1
Nov.	10,612	10,196	11,125	24.2	24.4	8.8	9.3	111.0	106.5	101.2
Dec.	11,334	10,757	11,710	22.4	22.5	10.0	10.6	109.7	102.6	95.6
Oct.-Dec.	26,607	27,469	27,962	22.2	20.8	8.5	8.9	114.1	108.6	102.9
Jan.	14,300	13,053		26.0		10.4		100.6	103.8	
Feb.	14,514	13,154		25.6		10.6		98.9	111.0	
Mar.	15,201	13,556		25.7		10.9		100.4	109.7	
Jan.-Mar.	44,015	39,763		25.8		10.6		100.0	108.2	
Apr.	12,464	10,808		22.0		10.2		108.0	118.4	
May	7,203	6,975		16.3		8.8		123.2	138.8	
June	3,437	3,762		9.9		7.8		137.2	147.2	
Apr.-June	23,104	21,545		16.1		8.9		117.1	130.0	
July	1,613	1,654		4.8		7.0		140.5	149.1	
Aug.	1,059	1,414		4.1		7.1		154.2	150.7	
Sept.	1,006	1,027		3.4		6.1		155.0	160.0	
July-Sept.	3,678	4,095		4.1		6.7		148.4	152.4	
48 weeks	97,404	92,872		17.0		8.7		109.7	115.3	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks.

Table 15.--Equivalent single-strength purchases of orange and grapefruit juices, other juices, and fruit drinks, October 1965 to date 1/

Period <u>2/</u>	Orange and grapefruit juices <u>3/</u>			Other juices <u>4/</u>			Canned single-strength fruit drinks			Frozen concentrated fruit drinks			Total all products		
	1965/66	1966/67	Change	1965/66	1966/67	Change	1965/66	1966/67	Change	1965/66	1966/67	Change	1965/66	1966/67	Change
	cases	cases	Pct.	cases	cases	Pct.	cases	cases	Pct.	cases	cases	Pct.	cases	cases	Pct.
Monthly															
Oct.	8,732	8,935	+2.3	6,300	6,418	+1.9	4,435	5,171	+16.6	1,287	969	-24.7	20,754	21,493	+3.6
Nov.	8,538	8,773	+2.8	6,197	6,073	-2.0	3,967	5,205	+31.2	1,064	859	-19.3	19,766	20,910	+5.8
Dec.	8,705	8,958	+2.9	6,099	6,030	-1.1	4,155	4,920	+18.4	1,002	808	-19.4	19,961	20,716	+3.8
Oct-Dec:	25,975	26,666	+2.7	18,596	18,521	-0.4	12,557	15,296	+21.8	3,353	2,636	-21.4	60,481	63,119	+4.4
Jan.	10,049			6,631			4,938			892			22,510		
Feb.	9,310			6,850			4,920			846			21,926		
Mar.	9,394			6,742			5,521			888			22,545		
Jan-Mar:	28,753			20,223			15,379			2,626			66,981		
Apr.	8,415			6,402			5,699			1,249			21,765		
May	8,455			6,239			5,784			2,630			23,108		
June	8,092			6,303			6,070			4,191			24,656		
Apr-June:	24,962			18,944			17,553			8,070			69,529		
July	8,024			6,034			6,592			5,332			25,982		
Aug.	8,103			5,993			6,284			3,591			23,971		
Sept.	8,600			6,156			5,376			2,214			22,346		
July-Sept:	24,727			18,183			18,252			11,137			72,299		
Cumulative:															
Oct.	8,732	8,935	+2.3	6,300	6,418	+1.9	4,435	5,171	+16.6	1,287	969	-24.7	20,754	21,493	+3.6
Nov.	17,270	17,708	+2.5	12,497	12,491	-0.1	8,402	10,376	+23.5	2,351	1,828	-22.2	40,520	42,403	+4.6
Dec.	25,975	26,666	+2.7	18,596	18,521	-0.4	12,557	15,296	+21.8	3,353	2,636	-21.4	60,481	63,119	+4.4
Jan.	36,024			25,227			17,495			4,245			82,991		
Feb.	45,334			32,077			22,415			5,091			104,917		
Mar.	54,728			38,819			27,936			5,979			127,462		
Apr.	63,143			45,221			33,635			7,228			149,227		
May	71,598			51,460			39,419			9,858			172,335		
June	79,690			57,763			45,489			14,049			196,991		
July	87,714			63,797			52,081			19,381			222,973		
Aug.	95,817			69,790			58,365			22,972			246,944		
Sept.	104,417			75,946			63,741			25,186			269,290		

1/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1; frozen concentrated fruit drinks, marketed at various concentrations, approximately 4.5 to 1, since the product mix, which varies widely by season, is not known. 2/ 4 weeks (28 days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled, and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 16.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1965 to date 1/

Month and year	Frozen concentrated juices 3/			Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Frozen concen- trated fruit drinks 3/	Average all items	
	Orange	Misc. 4/	Average		Orange	Grape- fruit	Prune	Misc. 4/				Average
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	
1965/66												
October	4.3	5.0	4.4	7.7	5.7	5.3	7.1	4.1	4.8	3.9	2.7	4.4
November	4.3	4.8	4.4	7.6	5.8	5.3	7.3	4.1	4.8	4.0	2.8	4.5
December	4.4	4.9	4.4	7.5	5.6	5.3	7.3	4.2	4.8	4.0	2.9	4.6
January	4.2	4.7	4.2	7.2	5.3	5.2	7.2	4.1	4.7	3.9	2.9	4.4
February	4.3	4.6	4.3	7.3	5.1	5.2	7.1	4.2	4.8	3.9	2.9	4.5
March	4.4	4.8	4.5	7.5	5.1	5.2	7.2	4.2	4.8	3.9	2.7	4.5
April	4.5		4.5	7.5	5.2	5.2	7.3	4.1	4.6	3.9	2.7	4.4
May	4.6	4.8	4.6	7.7	5.1	5.1	7.1	4.1	4.7	3.9	2.3	4.3
June	4.7	4.8	4.7	7.5	5.2	5.0	7.4	4.0	4.6	3.9	2.2	4.2
July	4.8	4.7	4.8	7.7	5.0	5.0	7.3	4.1	4.7	3.8	2.2	4.1
August	4.8	4.8	4.8	7.7	5.0	4.9	7.3	3.9	4.5	3.7	2.2	4.1
September	4.8	4.7	4.8	7.7	5.1	5.0	7.3	3.9	4.5	3.8	2.3	4.3
Season	4.5	4.8	4.5	7.5	5.2	5.1	7.2	4.1	4.7	3.9	2.4	4.4
1966/67												
October	4.8	4.7	4.8	7.7	5.1	5.0	7.3	4.0	4.6	3.8	2.6	4.5
November	4.8	4.8	4.8	7.6	5.2	5.0	7.3	4.0	4.6	3.8	2.6	4.6
December	4.7	4.8	4.7	7.2	5.1	4.9	7.6	4.1	4.6	3.9	2.8	4.5
January												
February												
March												
April												
May												
June												
July												
August												
September												
Season												

1/ Based on prices paid per specified unit: Frozen concentrated juices and fruit drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4 weeks (28 days) per month; 48 weeks per season. 3/ Frozen concentrated juices converted to ready-to-drink basis at 4 to 1; frozen concentrated fruit drinks approximately 4.5 to 1. See table 15. 4/ Includes citrus blends.

Table 17.--Expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1965 to date 1/

Month and year 2/	: Frozen : Chilled : Canned single-strength juices : Canned : Chilled : Fresh : : concentrated : orange : : grapefruit : citrus : oranges : : : : : : : : : Orange : Misc. : juice :									
	: : : : : : : : : : : :									
	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.
1965/66										
October	1.38	1.03	1.27	0.83	0.90	0.98	0.71	0.96	1.03	0.97
November	1.34	.97	1.34	.81	.87	.98	.70	.93	.98	.81
December	1.41	1.01	1.35	.80	.94	.97	.69	.93	1.01	.94
January	1.44	1.00	1.26	.82	.95	.97	.70	.96	1.07	1.03
February	1.41	1.01	1.34	.80	.89	.95	.72	.96	1.06	.93
March	1.45	.99	1.36	.81	.96	.94	.73	.99	1.12	.97
April	1.38	.91	1.40	.77	.89	.95	.71	.92	1.07	.93
May	1.42	1.04	1.47	.78	.97	.96	.70	.94	1.10	.99
June	1.44	.95	1.37	.78	.96	.99	.70	.95	1.12	.86
July	1.44	1.00	1.33	.79	.95	.98	.68	.94	1.15	.90
August	1.44	1.02	1.40	.83	.97	.98	.69	.95	1.11	.87
September	1.49	.99	1.35	.76	.90	1.01	.69	.94	1.10	1.00
Season	1.42	.99	1.35	.80	.93	.97	.70	.95	1.08	.84
1966/67										
October	1.49	1.03	1.42	.70	.90	.92	.72	.95	1.04	.87
November	1.47	1.00	1.40	.75	.99	.97	.68	.93	1.05	.84
December	1.49	.97	1.28	.74	.94	.71	.67	.91	1.02	.81
January										
February										
March										
April										
May										
June										
July										
August										
September										
Season										

1/ Based on prices paid per specified unit: Frozen concentrated juices, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks, and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.



Table 18.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1965 to date 1/

Month and year 2/	Frozen concentrated juices		Chilled orange juice	Canned single-strength juices		Canned single- strength fruit drinks	Frozen concen- trated fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh oranges	Fresh grape- fruit	Total
	Canned single-strength fruit											
	Orange	Misc. 3/										
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
1965/66												
Oct.	20,944	3,827	4,915	1,826	2,576	4,542	12,766	2,472	2,050	733	10,016	87,195
Nov.	20,368	3,561	5,228	1,981	2,159	4,243	12,945	2,451	1,525	892	12,711	90,066
Dec.	20,559	3,537	5,604	1,986	2,478	4,091	13,188	2,072	1,235	1,026	20,041	98,950
Jan.	22,804	3,778	5,767	2,297	2,755	4,496	13,695	1,836	1,426	805	23,768	110,935
Feb.	20,954	4,197	6,222	2,310	2,588	4,673	13,955	1,753	1,581	842	25,907	113,445
March	21,679	3,760	6,511	2,468	2,844	4,450	14,485	1,726	1,731	716	25,928	116,672
April	19,476	3,412	6,005	2,043	2,803	3,670	13,862	2,393	1,436	737	23,382	107,965
May	19,742	3,335	6,020	2,004	3,078	3,729	13,557	4,358	1,912	780	20,222	104,551
June	19,327	3,379	5,585	1,791	3,124	3,884	13,372	6,765	1,801	775	13,168	95,383
July	19,091	3,270	5,371	2,157	3,139	4,058	12,640	8,271	1,928	777	8,295	89,416
Aug.	19,244	3,252	5,665	2,221	3,051	3,836	12,249	5,789	1,920	694	7,163	84,093
Sept.	21,194	3,694	5,692	1,901	3,073	3,677	12,327	3,628	2,197	717	7,933	82,469
48 weeks:	245,382	43,002	68,585	24,985	33,668	49,349	159,041	178,015	43,214	20,742	198,534	1,181,134
1966/67												
Oct.	22,343	33,638	5,683	2,011	3,192	3,916	13,182	1,781	2,051	796	8,851	87,838
Nov.	21,852	3,170	6,007	1,986	2,963	4,006	12,774	1,634	1,556	931	13,985	96,299
Dec.	21,809	3,162	55,869	2,135	2,659	3,897	12,927	1,614	1,265	875	22,039	103,169
Jan.												
Feb.												
March												
April												
May												
June												
July												
Aug.												
Sept.												
48 weeks:												

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen oranges and grapefruit. 2/ 4 weeks (28 days) per month; 48 weeks per season. 3/ Includes citrus blends.

Table 19.--Summary of consumer purchases, proportion of families buying and prices paid for citrus fruits, juices, drinks and other products, October-December 1965 and 1966 <sup>1/</sup>

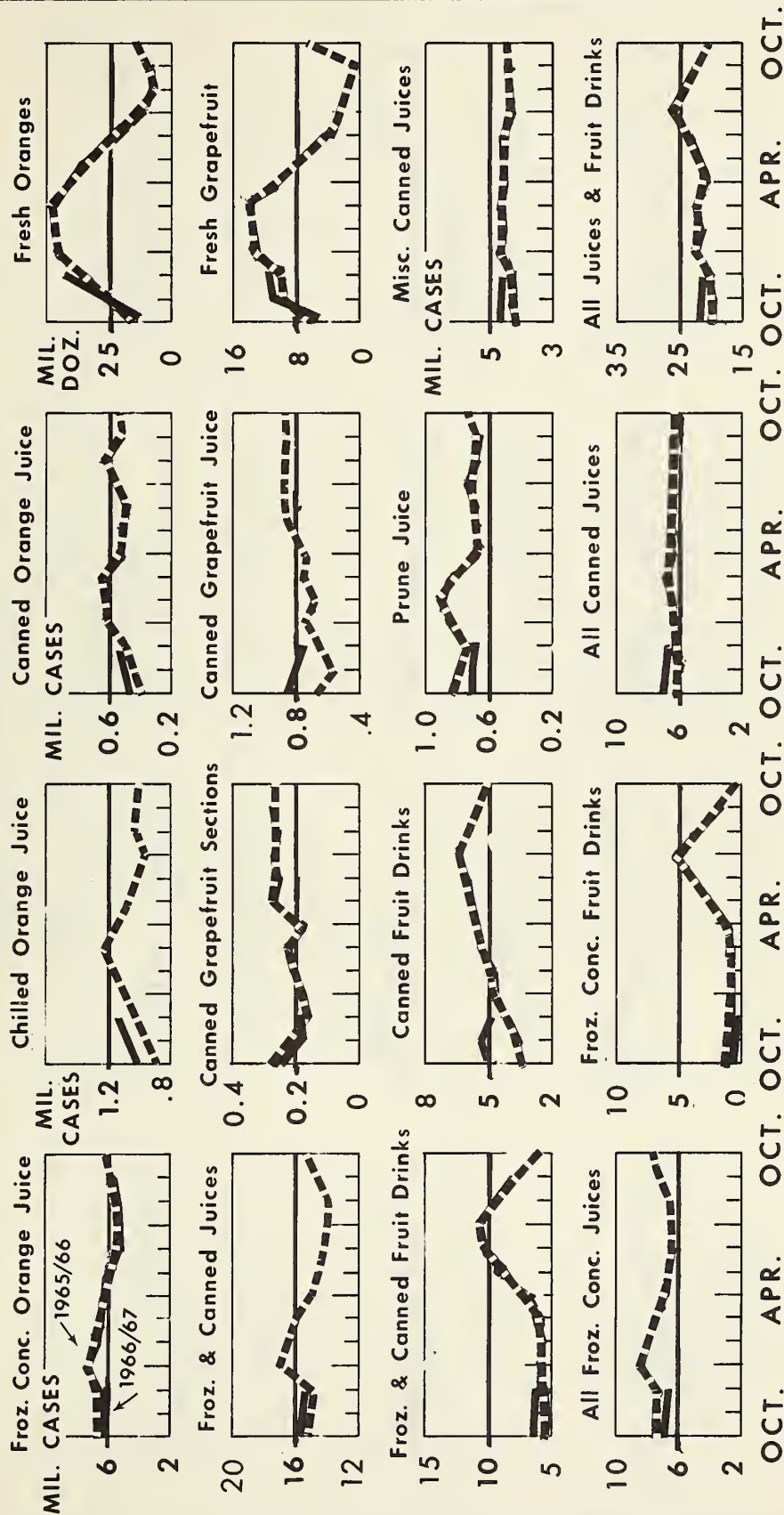
Product	Purchases--12 weeks <sup>1/</sup>				Average prices paid per unit				Families buying per month				Average monthly purchases per buying family			
	Quantity		Share of market <sup>2/</sup>		Oct.-Dec. 1965		Oct.-Dec. 1966		Oct.-Dec. 1965		Oct.-Dec. 1966		Oct.-Dec. 1965		Oct.-Dec. 1966	
	Unit	Oct.-Dec. 1965	Change: from 1965	Pct.	Unit	Oct.-Dec. 1965	Change: from 1965	Cents	Unit	Oct.-Dec. 1965	Change: from 1965	Pct.	Unit	Oct.-Dec. 1965	Change: from 1965	Number
<b>Juices:</b>		Thou.	Pct.	Pct.		Thou.	Pct.	Cents		Thou.	Pct.	Pct.		No.	No.	Oz.
Frozen Concentrated:																
Orange	Gal.	16,701	-2.7	32.7	30.5	6-oz.	17.4	19.0	+9.2	25.9	25.0	1.8	1.9	1.9	47.5	46.9
Miscellaneous	Gal.	2,617	-6.5	5.1	4.6	6-oz.	19.6	19.1	-2.6	6.4	5.6	1.7	1.7	1.7	30.8	31.4
Total concentrated	Gal.	19,318	-3.2	37.8	35.1	serving	4.4	4.8	+7.3	---	---	---	---	---	---	---
Chilled Orange	Gal.	9,717	+13.0	4.8	5.2	32-oz.	40.5	40.0	-1.2	6.8	7.3	2.3	2.2	2.2	104.1	109.2
<b>Canned Single-Strength:</b>																
Orange	Cases	1,412	+18.4	2.3	2.7	46-oz.	43.7	39.1	-10.5	4.1	4.7	1.6	1.6	1.6	85.6	85.9
Grapefruit	Cases	1,893	+30.8	3.1	3.9	46-oz.	40.6	37.9	-6.7	4.6	5.3	1.6	1.7	1.7	102.5	114.5
Prune	Cases	2,468	-10.0	4.1	3.5	32-oz.	38.6	39.4	+2.1	7.7	7.0	1.7	1.8	1.8	80.7	78.5
Miscellaneous	Cases	13,026	+2.9	21.6	21.2	46-oz.	31.8	30.9	-2.8	32.0	31.8	1.9	1.9	1.9	100.8	102.4
Total canned	Cases	18,799	+5.2	31.1	31.3	serving	4.8	4.6	-3.6	39.9	39.7	2.2	2.2	2.2	117.5	121.3
Total orange juices <sup>3/</sup>	Cases	24,082	+0.4	39.8	38.4	serving	4.8	5.2	+7.1	---	---	---	---	---	---	---
Total other juices <sup>3/</sup>	Cases	20,489	+2.5	33.9	33.2	serving	4.7	4.6	-3.0	---	---	---	---	---	---	---
Total all juices <sup>3/</sup>	Cases	44,571	+1.4	73.7	71.6	serving	4.8	4.9	+2.1	---	---	---	---	---	---	---
<b>Fruit Drinks:</b>																
Frozen concentrated	Gal.	2,517	-22.4	5.5	4.2	6-oz.	12.5	12.1	-3.2	---	---	---	---	---	---	---
Canned single-strength	Cases	12,557	+21.8	20.8	24.2	46-oz.	30.6	29.2	-4.6	20.7	23.0	2.0	2.2	2.2	150.9	163.6
Total fruit drinks <sup>3/</sup>	Cases	15,910	+12.7	26.3	28.4	serving	3.7	3.6	-2.7	---	---	---	---	---	---	---
Total Juices & Fruit Drinks <sup>3/</sup>	Cases	60,481	+4.4	100.0	100.0	serving	4.5	4.5	---	---	---	---	---	---	---	---
<b>Processed Citrus Fruit:</b>																
Canned grapefruit sections	Cases	649	-2.3	---	---	No. 303	24.7	25.6	+3.6	3.4	3.3	1.3	1.4	1.4	51.9	52.4
Chilled salads & sections	Gal.	994	-2.2	---	---	32-oz.	66.7	66.9	+0.3	1.5	1.5	1.5	1.5	1.5	51.3	48.0
<b>Fresh Citrus Fruit:</b>																
Oranges	Doz.	80,666	+2.1	---	---	Doz.	53.0	54.5	+2.8	27.2	27.7	1.6	1.6	1.6	20.2	19.5
Grapefruit	Doz.	27,469	+1.8	---	---	Doz.	108.6	102.9	-5.2	22.2	20.8	1.6	1.7	1.7	25.5	26.7

<sup>1/</sup> Includes a 4-week period in each of the 3 months. <sup>2/</sup> Based on single-strength equivalent purchases. <sup>3/</sup> Includes single-strength equivalent of frozen concentrates: juices converted at 4 to 1; drinks approximately at 4.5 to 1 since purchase details are not available.

Cases equivalent to 24 No. 2 cans ... 432 ounces, except 480 ounces for canned grapefruit sections; servings are 6-ounce.

# CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

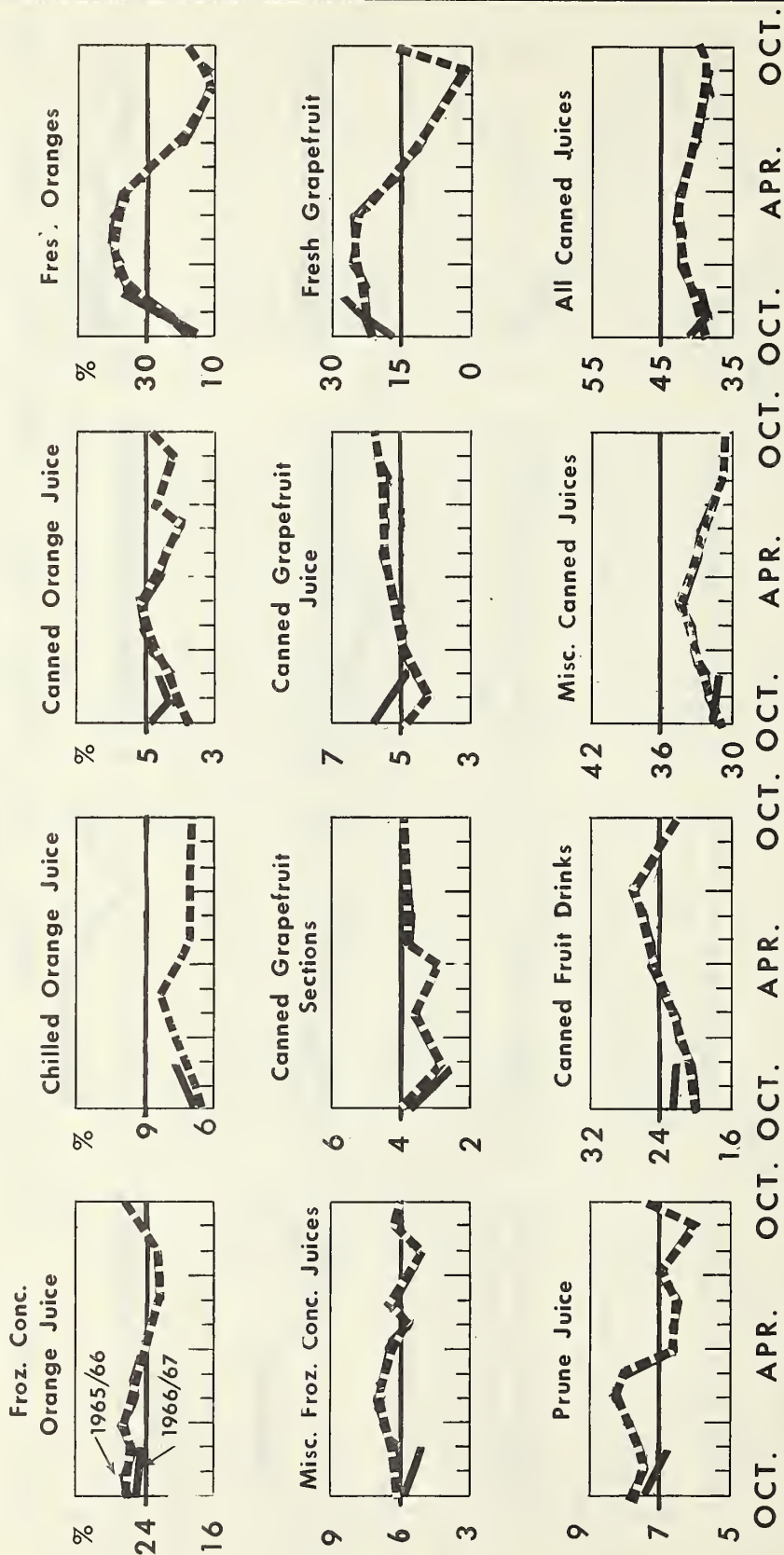
Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 7

# PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS



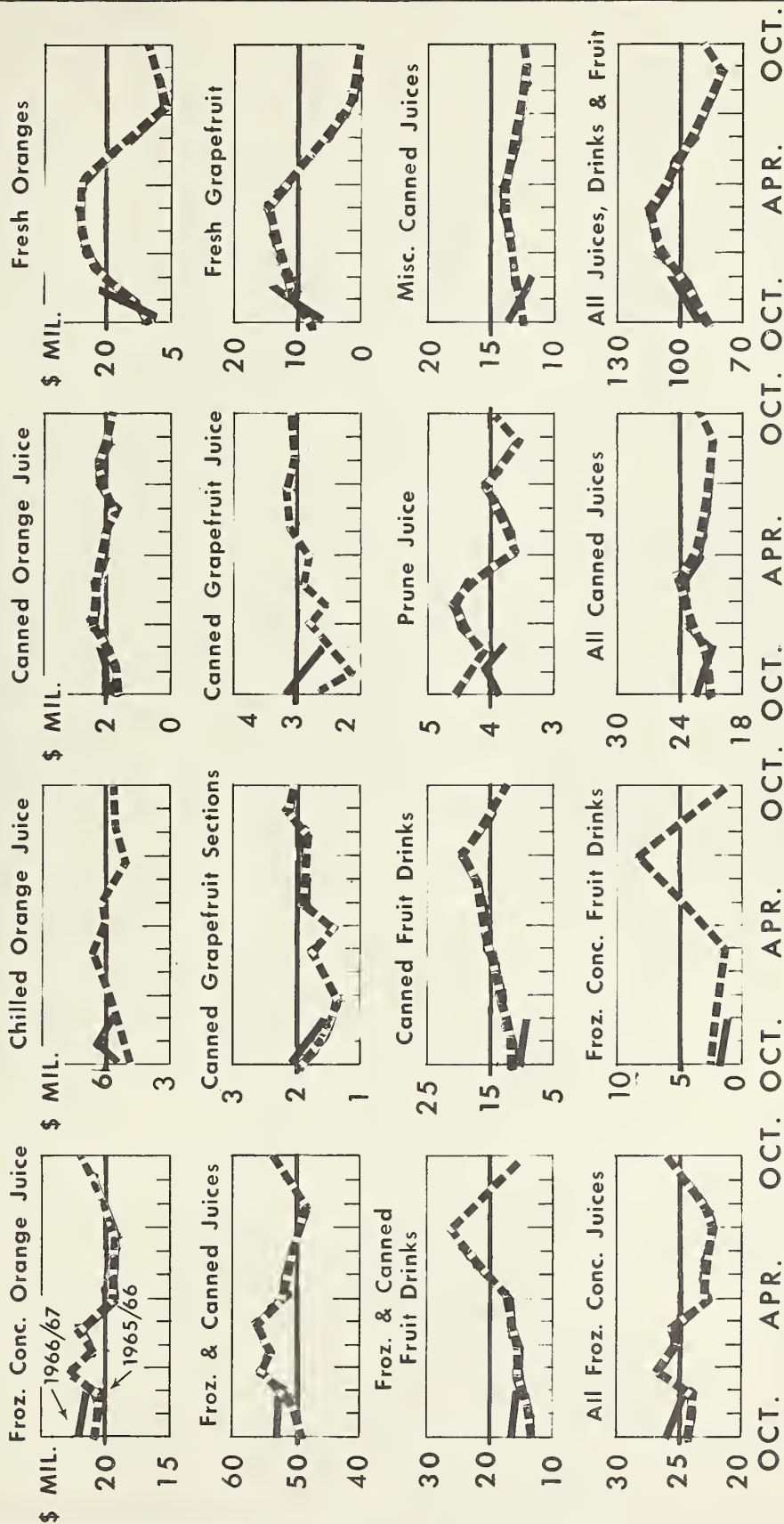
BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 8



# CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9

UNITED STATES DEPARTMENT OF AGRICULTURE

Washington D. C. 20250

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